



Atena
Editora
2022

PROFESSIONAL VOICE:

Integrated Practices of Teaching,
Research and University Extension

Maria Fabiana Bonfim de Lima-Silva
Aline Menezes Guedes Dias de Araújo
Patrícia Brianne da Costa Penha
Gabriella Lucena Feitosa
Mayra Hadassa Ferreira Silva
(Organizers)



Atena
Editora
2022

PROFESSIONAL VOICE:

Integrated Practices of Teaching,
Research and University Extension

Maria Fabiana Bonfim de Lima-Silva
Aline Menezes Guedes Dias de Araújo
Patrícia Brianne da Costa Penha
Gabriella Lucena Feitosa
Mayra Hadassa Ferreira Silva
(Organizers)

Editora chefe

Profª Drª Antonella Carvalho de Oliveira

Editora executiva

Natalia Oliveira

Assistente editorial

Flávia Roberta Barão

Bibliotecária

Janaina Ramos

Projeto gráfico

Bruno Oliveira

Camila Alves de Cremo

Daphynny Pamplona

Luiza Alves Batista

Natália Sandrini de Azevedo

Imagens da capa

iStock

Edição de arte

Luiza Alves Batista

2022 by Atena Editora

Copyright © Atena Editora

Copyright do texto © 2022 Os autores

Copyright da edição © 2022 Atena Editora

Direitos para esta edição cedidos à Atena Editora pelos autores.

Open access publication by Atena Editora



Todo o conteúdo deste livro está licenciado sob uma Licença de Atribuição Creative Commons. Atribuição-Não-Comercial-NãoDerivativos 4.0 Internacional (CC BY-NC-ND 4.0).

O conteúdo dos artigos e seus dados em sua forma, correção e confiabilidade são de responsabilidade exclusiva dos autores, inclusive não representam necessariamente a posição oficial da Atena Editora. Permitido o *download* da obra e o compartilhamento desde que sejam atribuídos créditos aos autores, mas sem a possibilidade de alterá-la de nenhuma forma ou utilizá-la para fins comerciais.

Todos os manuscritos foram previamente submetidos à avaliação cega pelos pares, membros do Conselho Editorial desta Editora, tendo sido aprovados para a publicação com base em critérios de neutralidade e imparcialidade acadêmica.

A Atena Editora é comprometida em garantir a integridade editorial em todas as etapas do processo de publicação, evitando plágio, dados ou resultados fraudulentos e impedindo que interesses financeiros comprometam os padrões éticos da publicação. Situações suspeitas de má conduta científica serão investigadas sob o mais alto padrão de rigor acadêmico e ético.

Conselho Editorial**Linguística, Letras e Artes**

Profª Drª Adriana Demite Stephani – Universidade Federal do Tocantins

Prof. Dr. Alex Luis dos Santos – Universidade Federal de Minas Gerais

Profª Drª Angeli Rose do Nascimento – Universidade Federal do Estado do Rio de Janeiro

Profª Drª Carolina Fernandes da Silva Mandaji – Universidade Tecnológica Federal do Paraná

Profª Drª Denise Rocha – Universidade Federal do Ceará

Profª Drª Edna Alencar da Silva Rivera – Instituto Federal de São Paulo



Profª Drª Fernanda Tonelli – Instituto Federal de São Paulo,

Prof. Dr. Gilmei Fleck – Universidade Estadual do Oeste do Paraná

Profª Drª Keyla Christina Almeida Portela – Instituto Federal de Educação, Ciência e Tecnologia do Paraná

Profª Drª Miranilde Oliveira Neves – Instituto de Educação, Ciência e Tecnologia do Pará

Profª Drª Sandra Regina Gardacho Pietrobon – Universidade Estadual do Centro-Oeste

Profª Drª Sheila Marta Carregosa Rocha – Universidade do Estado da Bahia



Professional voice: integrated practices of teaching, research and university extension

Diagramação: Luiza Alves Batista
Correção: Mariane Aparecida Freitas
Indexação: Amanda Kelly da Costa Veiga
Revisão: Os autores
Organizadores: Maria Fabiana Bonfim de Lima-Silva
Aline Menezes Guedes Dias de Araújo
Patrícia Brianne da Costa Penha
Gabiella Lucena Feitosa
Mayra Hadassa Ferreira Silva

Dados Internacionais de Catalogação na Publicação (CIP)

P964 Professional voice: integrated practices of teaching, research and university extension / Organizers Maria Fabiana Bonfim de Lima-Silva, Aline Menezes Guedes Dias de Araújo, Patrícia Brianne da Costa Penha, et al. – Ponta Grossa - PR: Atena, 2022.

Other organizers
Gabiella Lucena Feitosa
Mayra Hadassa Ferreira Silva

Formato: PDF
Requisitos de sistema: Adobe Acrobat Reader
Modo de acesso: World Wide Web
Inclui bibliografia
ISBN 978-65-258-0261-9
DOI: <https://doi.org/10.22533/at.ed.619223005>

1. Voice. I. Maria Fabiana Bonfim de Lima-Silva (Organizer). II. Aline Menezes Guedes Dias de Araújo (Organizer). III. Patrícia Brianne da Costa Penha (Organizer). IV. Title.

CDD 784.9

Elaborado por Bibliotecária Janaina Ramos – CRB-8/9166

Atena Editora
Ponta Grossa – Paraná – Brasil
Telefone: +55 (42) 3323-5493
www.atenaeditora.com.br
contato@atenaeditora.com.br



DECLARAÇÃO DOS AUTORES

Os autores desta obra: 1. Atestam não possuir qualquer interesse comercial que constitua um conflito de interesses em relação ao artigo científico publicado; 2. Declaram que participaram ativamente da construção dos respectivos manuscritos, preferencialmente na: a) Concepção do estudo, e/ou aquisição de dados, e/ou análise e interpretação de dados; b) Elaboração do artigo ou revisão com vistas a tornar o material intelectualmente relevante; c) Aprovação final do manuscrito para submissão.; 3. Certificam que os artigos científicos publicados estão completamente isentos de dados e/ou resultados fraudulentos; 4. Confirmam a citação e a referência correta de todos os dados e de interpretações de dados de outras pesquisas; 5. Reconhecem terem informado todas as fontes de financiamento recebidas para a consecução da pesquisa; 6. Autorizam a edição da obra, que incluem os registros de ficha catalográfica, ISBN, DOI e demais indexadores, projeto visual e criação de capa, diagramação de miolo, assim como lançamento e divulgação da mesma conforme critérios da Atena Editora.



DECLARAÇÃO DA EDITORA

A Atena Editora declara, para os devidos fins de direito, que: 1. A presente publicação constitui apenas transferência temporária dos direitos autorais, direito sobre a publicação, inclusive não constitui responsabilidade solidária na criação dos manuscritos publicados, nos termos previstos na Lei sobre direitos autorais (Lei 9610/98), no art. 184 do Código Penal e no art. 927 do Código Civil; 2. Autoriza e incentiva os autores a assinarem contratos com repositórios institucionais, com fins exclusivos de divulgação da obra, desde que com o devido reconhecimento de autoria e edição e sem qualquer finalidade comercial; 3. Todos os e-book são *open access*, *desta forma* não os comercializa em seu site, sites parceiros, plataformas de *e-commerce*, ou qualquer outro meio virtual ou físico, portanto, está isenta de repasses de direitos autorais aos autores; 4. Todos os membros do conselho editorial são doutores e vinculados a instituições de ensino superior públicas, conforme recomendação da CAPES para obtenção do Qualis livro; 5. Não cede, comercializa ou autoriza a utilização dos nomes e e-mails dos autores, bem como nenhum outro dado dos mesmos, para qualquer finalidade que não o escopo da divulgação desta obra.



ACKNOWLEDGEMENTS

To the Postgraduate Program in Linguistics (PROLING-UFPB) for the financial support for the publication of this e-book, which will allow reaching and inspiring new researchers in the universe and charming area of communication professionals.

To the Secretary of Education and Culture of the municipality of João Pessoa (SEDEC-JP) and the Integrated Center for Police Operations (CIOP - PB), for the partnership since the beginning of the ASSEVOX extension project.

To the Dean of Graduate Studies (PRPG-UFPB), the Coordination for the Improvement of Higher Education Personnel (CAPES), the Dean of Research (PROPESQ), the National Council for Scientific and Technological Development (CNPq) and the Extension Scholarship Program (PROBEX), for financial support through scholarships.

To the collaboration, participation, affection and receptivity of all voice professionals who, directly or indirectly, contributed to the development of the research.

To the commitment and dedication of all extension workers, ASSEVOX collaborators and the students of the Associated Postgraduate Program in Speech Therapy (PPGFon – UFPB, UFRN, UNCISAL), for making possible the elaboration of the works that contemplate this fascinating and priceless work.

PREFACE

Maria Fabiana Bonfim de Lima-Silva

This e-book is a collection of experiences from my insertion, in 2011, as a professor in the Department of Speech Therapy at the Federal University of Paraíba (UFPB). Upon joining this institution, I developed an extension project called the Voice Advisory Program for Teachers (ASSEVOX), based on the knowledge I gained during the period in which I took my master's and doctorate, at the Pontifical Catholic University of São Paulo (PUC-SP), under the guidance of the Professor Dr. Leslie Piccolotto Ferreira and Prof. Dr. Zuleica Camargo.

So, in the following year, with the desire that extension students could experience the reality of professors through practical experiences that went beyond the walls of the university, I submitted ASSEVOX to the UFPB 2012 Probex Notice, but unfortunately we did not receive the scholarship. Even so, with a pioneering group of six students, we started our actions through a Fluex project (Project only with volunteer students) in a private school with the objective of promoting vocal health for teachers and the school community. I remember that we went through several challenges, because the room that the school gave us for collection was not a clean, pleasant environment, however, we did not get discouraged and cleaned, painted the walls and renovated the entire room. Shortly after the renovation, we started our vocal health assessments and workshops. I remember to this day that many teachers were surprised by our act of cleaning the room, as no one had ever done anything to improve that room, and they said: "*It was an abandoned room*"; "...it was a real storage room for the school, now there is another room, well *organized and clean*".

It is worth noting that in the first meeting with the director of this school, it was emphasized that we would carry out vocal assessments of the teachers, but that after these procedures, the teachers participating in the project would receive the reports with the diagnosis and then participate in voice experience workshops with content theoretical and practical, within the school. In addition, our team inserted vocal health actions in the school calendar events (student day, teacher's day, family day, among others).

Then, in 2013, we took an important step towards ASSEVOX, we managed to get the project approved with a grant in the Probex 2013 Notice, and we entered into a partnership with the Department of Education and Culture of João Pessoa (SEDEC-JP). Thus, between 2012 and 2019, with the support of the Edital Probex and Fluex (UFPB), more than 60 extension workers participated in our project, from undergraduate, graduate and other courses (Psychology, Physiotherapy, among others). Currently, ASSEVOX has managed to cover 15 schools in the public and private network, including kindergarten, elementary and

high school. In addition, during these seven years, in person, we carried out an average of 420 vocal screenings, 44 voice experience workshops and 21 lectures. In the last lecture, held in 2019, we were invited by SEDEC-JP to talk about the importance of voice in teaching work and handling voice amplifiers, in which my doctoral student Patrícia Penha and I presented relevant data from the research developed by ASSEVOX and strategies correct handling of microphones (voice amplifiers). It is worth noting that more than 500 amplifiers were delivered to the teachers participating in this event.

Such actions carried out during this period, yielded us several products, including participation in local, regional and national events (congresses, seminars, meetings), 10 publications of scientific articles in national and international journals, 14 book chapters, 73 complete, expanded abstracts and annals, 21 course conclusion works, 31 scientific initiation works, 5 dissertations, among others.

However, in the first months of 2020, we were surprised by the onset of the SARS-CoV-2 pandemic, a rapidly spreading respiratory syndrome. Since then, several measures by the World Health Organization (WHO) have been taken to prevent the spread of this virus, including social distancing. This fact brought as the main impact to the ASSEVOX project the impossibility of carrying out the actions (workshops, screening and attendance) in person. As a result of these various changes, the project had to reinvent itself and adapt to the new reality, using digital platforms to continue developing its activities and contributing, more than ever, to society and the academic community. In addition, the project, which was previously aimed only at teachers, expanded its target audience to all voice professionals (teachers, telemarketers, digital influencers, actors, singers, telejournalists and others) and thus came to be called Vocal Advisory Program for Voice Professionals (ASSEVOX).

According to this new appearance, ASSEVOX showed itself to have solid foundations and an excellent potential to adapt to new situations. In this period, we idealized to make our *Instagram* profile a digital magazine, containing information accessible to voice professionals and the entire community. Through meetings, we create content, develop means of interaction and broaden our view of the most diverse forms of health promotion. With this, we continue with our scientific initiation projects, discuss book chapters, participate in open classes and regional events, publish scientific articles and, above all, drive our dreams!

Currently, we had the project "Analysis of the effects of a distance vocal health program for teachers in the state of Paraíba" approved in the Universal Demand Notice n° 09/2021, promoted by the Foundation for Research Support of the State of Paraíba (FAPESQ), which brings unprecedented insofar as there are no other proposals in force in the state with the purpose of assisting and supporting the essential professional for the development of our society, such as the teacher. issues related to the health and quality of life of several educators in the state, especially those who do not have the financial possibilities or conditions to be accompanied by a professional speech therapist.

This *e-book* is part of a beautiful journey full of challenges. A path traveled with dedication, responsibility and union. Therefore, we invite you, the reader, to know a little more about the work performed by the ASSEVOX group over these 10 years.

I wish you a good read and that this work is an inspiration for all those who wish to tread the paths of university extension, teaching and research.

PRESENTATION

This *e-book* entitled “**Professional Voice: Integrated Teaching, Research and University Extension Practices**” is the result of an extension project called “Vocal Advisory Program for Voice Professionals” (ASSEVOX), which has been developed since the year of 2012 with the support of the public notice for the Extension Scholarship Program (PROBEX) of the Federal University of Paraíba (UFPB), whose main objective is to promote vocal health and prevent voice disorders in the most diverse professionals who depend on it to perform their work.

In this work, 14 chapters were gathered that explain from the experience of students and teachers who participated in the voice advisory program, to themes related to the prevention of voice disorders, vocal health promotion and around expressiveness. In them, there are studies about teachers, telemarketers, telejournalists and digital influencers. The purpose of this e-book is to expand the knowledge of undergraduate, graduate and Speech-Language Pathology professionals, as well as all those interested in studying voice professionals. In addition, we hope to encourage and drive the development of research through the vision and experiences of a university extension.

It is important to highlight that this work is composed of results of scientific initiation research and experiences around the ASSEVOX university extension. The chapters were prepared by students (undergraduate and graduate students) and by professional researchers from UFPB and other institutions (UNIPÊe PUC-SP) who, in a responsible and qualified way, proposed to explain their studies with current and relevant themes for the scientific community and society as a whole.

We wish you a great read!

Maria Fabiana Bonfim de Lima-Silva
Aline Menezes Guedes Dias de Araújo
Patrícia Brianne da Costa Penha
Gabriella Lucena Feitosa
Mayra Hadassa Ferreira Silva

SUMÁRIO

CAPÍTULO 1..... 1

EXPERIENCES OF EXTENSIONISTS PART OF A VOCAL ADVISORY PROGRAM FOR VOICE PROFESSIONALS - ASSEVOX


Lorena Sampaio Duarte
Giulia Alfredo Moreira
Maria Paloma Costa Carvalho
Eduardo Lucas Sousa Enéas

 <https://doi.org/10.22533/at.ed.6192230051>

CAPÍTULO 2..... 11

ASSEVOX THAT MADE SENSE: EXPERIENCE REPORTS FROM PUBLIC SCHOOL TEACHERS IN JOÃO PESSOA, PB


Adriana Carla de Sousa Turczinski
Viviane Maria da Silva
Iago Victor Amorim Teixeira
Eduardo Lucas Sousa Enéas

 <https://doi.org/10.22533/at.ed.6192230052>

CAPÍTULO 3..... 20

SELF-PERCEPTION OF THE EXPRESSIVITY OF THE TEACHER OF EARLY CHILDHOOD EDUCATION IN REMOTE EDUCATION


Mayra Hadassa Ferreira Silva
Gabriella Lucena Feitosa
Cícera Geangela Alves Félix
Rebecka Victoria Ferreira de Sousa
Danilo Augusto de Holanda Ferreira
Patrícia Brianne da Costa Penha

 <https://doi.org/10.22533/at.ed.6192230053>

CAPÍTULO 4..... 29

WORK AND VOICE CONDITIONS OF ELEMENTARY EDUCATION TEACHERS IN THE REMOTE CONTEXT

Rebecka Victória Ferreira de Sousa
Patrícia Brianne da Costa Penha
Clara Horrana Amaral Santos
Gabriella Lucena Feitosa
Mayra Hadassa Ferreira Silva
Danilo Augusto de Holanda Ferreira

 <https://doi.org/10.22533/at.ed.6192230054>

CAPÍTULO 5..... 38

WORKING CONDITIONS AND SELF-PERCEPTION OF VOICE AND EXPRESSIVENESS

OF HIGHER EDUCATION TEACHERS IN THE REMOTE CONTEXT


Gabriella Lucena Feitosa
Patrícia Brianne da Costa Penha
Mayra Hadassa Ferreira Silva
Rebecka Victória Ferreira de Sousa
Danilo Augusto de Holanda Ferreira
Maria Fabiana Bonfim de Lima-Silva

 <https://doi.org/10.22533/at.ed.6192230055>

CAPÍTULO 6..... 47

RELATIONSHIP BETWEEN VOCAL USE AND SELF-REPORTED BODILY PAIN BY TEACHERS


Tháise Sara Costa Dias
Pâmela Pontes dos Santos
Soeme Ferreira dos Santos
Patrícia Brianne da Costa Penha

 <https://doi.org/10.22533/at.ed.6192230056>

CAPÍTULO 7..... 56

PERCEPTUAL ASPECTS OF THE SPEECH EXPRESSIVITY OF TELEOPERATORS IN AN EMERGENCY CALL CENTER


MaryelleThayane Lins da Silva
Bárbara Tayná Santos Eugênio da Silva Dantas
Ana Beatriz Santana de Morais
Cláudio da Cruz Santos
Giulia Alfredo Moreira
Aline Menezes Guedes Dias de Araújo

 <https://doi.org/10.22533/at.ed.6192230057>

CAPÍTULO 8..... 65

RELATIONSHIP BETWEEN PERCEPTUAL PARAMETERS AND THE PLEASANTNESS OF THE VOICE OF TELEMARKETERS AT AN EMERGENCY CALL CENTER

Stherfanny Maia Evangelista de Lima
Bárbara Tayná Santos Eugênio da Silva Dantas
Helmana de Macêdo Nunes
Débora Nayara do Vale Morais
Aline Menezes Guedes Dias de Araújo
Maria Fabiana Bonfim de Lima-Silva


 <https://doi.org/10.22533/at.ed.6192230058>

CAPÍTULO 9..... 73

ASPECTS OF QUALITY AND VOCAL DYNAMICS OF TELEOPERATORS OF AN EMERGENCY CALL CENTER

Maria Luiza Cruz Leite Lira
Bárbara Tayná Santos Eugênio da Silva Dantas

Cláudio da Cruz Santos
Aline Menezes Guedes Dias de Araújo

 <https://doi.org/10.22533/at.ed.6192230059>

CAPÍTULO 10..... 82

RELATIONSHIP BETWEEN COVID-19 SYMPTOMS AND VOICE QUALITY OF LIFE AMONG TELEOPERATORS IN AN EMERGENCY CALL CENTER


Ana Beatriz Santana de Morais
Bárbara Tayná Santos Eugênio da Silva Dantas
Cláudio da Cruz Santos
Aline Menezes Guedes Dias de Araújo
Larissa Nadjara Alves Almeida
Millena Irley Batista da Silva
Maria Fabiana Bonfim de Lima-Silva

 <https://doi.org/10.22533/at.ed.61922300510>

CAPÍTULO 11..... 90

RELATIONSHIP BETWEEN VOCAL AND STRESS SYMPTOMS IN EMERGENCY TELEOPERATORS


Soeme Ferreira dos Santos
Gabriela Lucena Feitosa
Camila Macêdo Araújo de Medeiros
Tháise Sara Costa Dias
Valdízia Domingos da Silva
Patrícia Brianne da Costa Penha

 <https://doi.org/10.22533/at.ed.61922300511>

CAPÍTULO 12..... 99

EFFECTS OF A VOICE ADVISORY PROGRAM FOR POLICE EMERGENCY TELEOPERATORS


Vanderssom Correia Lima
Eduardo Lucas Sousa Enéas
Maria Fabiana Bonfim de Lima-Silva

 <https://doi.org/10.22533/at.ed.61922300512>

CAPÍTULO 13..... 107

PHONETIC VARIATION OF THE REGIONAL ACCENT IN TELEJORNAL PRESENTERS: AN EVALUATION THROUGH VOCAL PROFILE ANALYSIS SCHEME

Wégina Jordana da Silva
Ewelin Maria Lemos Fernandes
Telma Dias dos Santos
Maria Fabiana Bonfim de Lima-Silva

 <https://doi.org/10.22533/at.ed.61922300513>

CAPÍTULO 14..... 117

DIGITAL INFLUENCERS: ANALYSIS OF EXPRESSIVENESS AND THE CONTRIBUTION OF COMMUNICATION TO THE CONSUMER MARKET IN THE CITY OF JOÃO PESSOA

Ana Carla Cardoso Guedes Moreira
Hionara Nascimento Barboza
Laurinda Soares da Franca Pereira
Weidinara de Oliveira Rodrigues da Fonseca
Telma Dias dos Santos
Maria Fabiana Bonfim de Lima-Silva

 <https://doi.org/10.22533/at.ed.61922300514>

AUTHORS 126

PHONETIC VARIATION OF THE REGIONAL ACCENT IN TELEJOURNAL PRESENTERS: AN EVALUATION THROUGH VOCAL PROFILE ANALYSIS SCHEME

Wégina Jordana da Silva

Federal University of Paraíba – UFPB
João Pessoa - Paraíba
<https://orcid.org/0000-0001-9434-3087>

Ewelín Maria Lemos Fernandes

Federal University of Paraíba – UFPB
João Pessoa - Paraíba
<https://orcid.org/0000-0001-9201-8483>

Telma Dias dos Santos

Pontifical Catholic University of São Paulo - PUC-SP
São Paulo - São Paulo
<https://orcid.org/0000-0002-8955-7707>

Maria Fabiana Bonfim de Lima-Silva

Federal University of Paraíba – UFPB
João Pessoa - Paraíba
<https://orcid.org/00000002-2348-8374>

ABSTRACT: The accent of the TV news presenter has been changing over time and is closer to the viewer. **Objective:** to describe the variation in phonetic and vocal accent adjustments in three prime-time newscasters from three different stations in the state of Paraíba, between 2014 and 2020. **Methods:** observational and descriptive study, with retrospective temporal directionality and qualitative approach. The sample consisted of two news excerpts, from three female TV news presenters linked to the three main television stations in the state of Paraíba, in the time frame from 2014 to 2020. The instrument used in this research was the Vocal Profile Analysis Scheme (VPAS-PB), adapted by Camargo and

Madureira (2008) for Brazilian Portuguese.

Results: in supralaryngeal adjustments, only presenter 1 changed more markedly the position of lips, tongue, jaw, general muscle tension and phonatory aspects. In vocal dynamics adjustments, low pitch, increased loudness and fast speech rate were common among the presenters. **Conclusion:** There was a change in the phonetic and vocal adjustments of the accent in the three presenters when comparing the two time frames. Lips stretched and with ample extension, increase in the extension of the mandible, retracted tongue body and increased tongue extension, pharyngeal constriction, low position of the larynx, low habitual pitch, increased habitual loudness and rapid speech rate were the main adjustments that underwent modification.

KEYWORDS: Phonetics, Voice, Journalism, Television.

1 | INTRODUCTION

Communication is an indispensable tool for the newscaster, who uses it to transmit information in an understandable way to the audience, in order to attract their maximum attention. As a science that studies human communication, Speech Therapy has been contributing from the formation to the counseling of these professionals, aiming to guide the vocal health and improve verbal communication and body expression (PÉREZ-RAMOS, 1990; AZEVEDO; FERREIRA; KIRILLOS, 2009).

Since the 1970s it is noticeable that these professionals have a more formal communicative profile, with emphasis on tonic syllables, excessive use of pauses and little vocal modulation. This uniform pronunciation aimed at minimizing speech characteristics that could hinder the content of the news (COTES, 2005). Thus, this accent pattern became a style recommended by the job market and also became more accepted by the listening public (LOPES et al., 2013; RAMOS; LIRA.; ROAZZI, 2015).

Currently, the formal accent of the news anchor has been changing and his speech is increasingly closer to the viewer. Studies show an appreciation for a more colloquial, expressive, natural, less artificial and stereotyped narration, however, without losing the markers of professional communication. This new format in journalism is enabling a greater connection of empathy with the viewer, but without giving up qualifiers such as credibility, reliability, objectivity, and authenticity (SANTOS et al., 2014; PENINI et al., 2018).

This change in accent can be attributed to the rapid technological growth by which has introduced significant modifications in the way journalistic information is produced, conceived and narrated, as well as the innovation of the work environment with modern scenarios, materials, resources and dynamics that provide direct interaction with the public (COUTINHO, 2009; SILVA; PENTEADO, 2014). These modifications began to emerge already in the first decade of the 2000s, with the popularization of the web and the emergence of other audiovisual content media leading the news programs to adhere to new ways of attracting the audience, thinking of a less formalistic and more relaxed performance (BELÉM; CIRNE, 2017).

Considering the great changes occurred in the accent of telejournalism, as well as the reduced number of studies that explain this new process, it was proposed the elaboration of a study for a better understanding about the communication of telejournalism presenters. Therefore, the following question was established: what changes in phonetic and vocal adjustments observed in Paraíba's newscasters can evidence the change in accent?

Changes in the speech pattern can be explained through phonetic analysis of supralaryngeal adjustments and vocal dynamics by providing perceptual-auditory data that clarify these changes (CAMARGO; MADUREIRA, 2008). Thus, knowing that such information is essential for the foundation of phonoaudiological action in the advice of these professionals, this study aims to describe the variation of phonetic and vocal adjustments of the accent in three women presenters of prime time television news from three different stations in the state of Paraíba, between the years 2014 and 2020.

2 | METHODS

This is an observational and descriptive study, with retrospective temporal directionality and qualitative approach.

The corpus of this research includes the analysis of two news excerpts (one from 2014 and another from 2020), from three female news anchors, linked to the three main television stations in the state of Paraíba.

The instrument used in this research was the Vocal Profile Analysis Scheme (VPAS-PB), authored by Laveret al. (1981) and adapted to Brazilian Portuguese by Camargo and Madureira (2008). The VPAS-PB is based on analyses of articulatory, physiological, acoustic and auditory adjustments carried out by phoneticists and speech therapists based on their perceptual ability to evaluate vocal quality as a combination of complementary adjustments, of phonatory (laryngeal) and articulatory (supralaryngeal) nature (CAMARGO; MADUREIRA, 2008).

The VPAS script covers two levels of perceptual-auditory analysis: one of vocal quality: laryngeal adjustments (phonatory), supralaryngeal (articulatory) and muscle tension, and another of vocal dynamics: pitch, loudness, elocution rate and other elements such as respiratory support. In addition, the instrument uses a six-point scale, classifying vocal adjustment from moderate (grade 1 to 3) to extreme (grade 4 to 6). In this study we selected for descriptive analysis the supralaryngeal and vocal dynamics adjustments, because they are closer to the research objective.

Initially, a search was conducted as to the time of the largest audience on broadcast TV, and according to “Media Data” (2019) prime time holds the largest number of viewers with TVs turned on throughout the country. Subsequently, it was verified which are the main broadcasters with the highest IBOPE in the state through the news reports available by the Jornal Digital Portal Correio (2019) and Jornal da Paraíba (2019) and from this three stations were chosen whose nightly news programs are coincidentally presented by women, so the sample of this study consisted of this gender.

Table 1 below describes the selected subjects, their news programs, stations and shifts:

Journalist	TV News	Broadcaster	Shift
Presenter 1	Tambaú da Gente	TV Tambaú	Night
Presenter 2	JPB2 ^a Edição	TV Cabo Branco	Night
Presenter 3	Jornal da Correio	TV Correio	Night

Table 1 - Sample Description

Source: survey data, 2020.

The choice of the sample excerpt was based on a neutral style news call, since neutral content allows for a more stable prosody (PANICO, 2005). The selected videos were located in an online digital platform, free of charge, and contemplated a period between

2014 and 2020. The choice of this period is based on the year of publication of the study by Lopes et al. (2013), p. 480, through which it was observed that the softened accent of the TV journalist from Paraíba was more accepted by the listening public.

As for the selection of the material, it was prioritized the presenter in the upright body posture at the moment they narrated the news, because it is the one that promotes the best sound production (CANEIRO; TELES, 2012). And the environment where the sample was collected occurred in the respective recording studios, without the interference of external and/or environmental noises (CALDEIRA; VIEIRA; BEHLAU, 2012).

The samples were collected in the following years: presenter 1 (2017-2020); presenter 2 (2015-2020); presenter 3 (2016-2020). The differences in the collection occurred for two reasons, first by the time of performance in the role of telejournalist, presenters 1 and 3 were reporters between the years 2014 and 2015 and it is known that the vocal dynamics of the reporter can be affected by the presence of environmental noise (CALDEIRA; VIEIRA; BEHLAU, 2012). The second reason was due to the changes of broadcaster, time and function and this could have biased the research.

The selected videos were converted into audio (MP3 format) also in digital platform online and free and edited in Audacity Software (version 2.4.2). The selected part was edited, standardized and finally analyzed in consensus by two judges, speech therapists and trained in the VPAS-PB script. The data were presented in tables and described qualitatively.

3 | RESULTS AND DISCUSSION

Historically, the formal or soft accent was extremely valued in the speech of telejournalists and brought a standard of narration free of regional marks (OLIVEIRA, 2001; LOPES et al., 2013). Currently the accent has been changing and the phonetic and physiological understanding can bring significant contributions to the phonoaudiological performance in the communicative advice with the telejournalists.

The use of the VPAS script in accent assessment was first recorded by Lima et al. (2007). This study evaluated the vocal quality of speakers from João Pessoa (non-voice professionals and without vocal alteration), which showed a predominance of retracted tongue body settings in males, and of retracted and lowered tongue body settings in females (LIMA et al., 2007).

In this research the accent of the three TV news anchors was analyzed through this script qualitatively, the data are explained below in two sections: supralaryngeal adjustments and vocal dynamics adjustments.

I Supralaryngeal Adjustments

PRESENTER 1 – (A1)					
MOMENT 2017			MOMENT 2020		
ELEMENTS	SETTINGS	DEGREE	ELEMENTS	ADJUSTMENTS	DEGREE
LIPS	Enlarged Extension	3	LIPS	Stretched	2
				Labiodentalization	3
				Increased extension	5
MANDIBLE	Enlarged Extension	3	MANDIBLE	Increased extension	5
TONGUE TIP	Advanced	4	TONGUE TIP	Advanced	3
TONGUE BODY	Lowered	1	TONGUE BODY	Retreated	3
	Extended reach	3		Increased extension	5
PHARYNX	Constriction	3	PHARYNX	Constriction	4
VELOFARINGE	Nasal	3	VELOFARINGE	Nasal	3
LARYNGE	Lowered	2	LARYNGE	Lowered	2

PRESENTER 2- (A2)					
MOMENT 2015			MOMENT 2020		
ELEMENTS	SETTINGS	DEGREE	ELEMENTS	SETTINGS	DEGREE
LIPS	Extended	4	LIPS	Stretched	3
				Increased Extension	4
MANDIBLE	Protracted	3	MANDIBLE	Protracted	3
		3			4
TONGUE TIP	Extended Extension	2	TONGUE TIP	Extended	2
TONGUE BODY	Advanced	2	TONGUE BODY	Advanced	3
		4			5
PHARYNX	Stepped back	3	PHARYNX	Pulled back	4
VELOFARINGE	Extended reach	1	VELOFARINGE	Extended reach	1
LARYNGE	Constriction	2	LARYNGE	Constriction	2

PRESENTER 3- (A3)					
MOMENT 2016			MOMENT 2020		
ELEMENTS	SETTINGS	DEGREE	ELEMENTS	SETTINGS	DEGREE
LIPS	Rounded	3	LIPS	Rounded	3
	Extended	3		Extended	4
MANDIBLE	Protracted	3	MANDIBLE	Protracted	3
	Extended	3		Extended	4
TONGUE TIP	Advanced	2	TONGUE TIP	Advanced	2

TONGUE BODY	Stepped back	3	TONGUE BODY	Stepped back	4
	Extended	3		Extended	
	Extension			Extension	
LARYNGE	Lowered	4	LARYNGE	Lowered	5

Legend: Degree (1 to 3) - moderate; Degree (4 to 6) - extreme.

Table 2 - Supralaryngeal adjustments observed in the two news excerpts.

Source: research data, 2020.

In Table 2 it is possible to observe that A1, in 2020, changed markedly all supralaryngeal adjustments, especially stretched lips (grade 2), lipiodentalization (grade 3), increased mandible extension (grade 5), increased tongue body extension (grade 5), retracted tongue (grade 3), and extreme pharyngeal constriction (grade 4). The other presenters maintained the same adjustments, sometimes reducing in some, sometimes accentuating in others. A2, in 2020 presented stretched lips (grade 3), extreme pharyngeal constriction (grade 4), increased tongue tip indentation (grade 3), tongue body extension (grade 5) and jaw extension (grade 3).

On the other hand, A3 increased lip extension (grade 4), jaw extension and tongue body extension (grade 4), and further intensified the low laryngeal position (grade 5). The low larynx was a common feature among them, however A3, due to the rounded lips setting increased the degree of the lowering of the larynx and differentiated herself among the other telejournalists who maintained stretched lips settings.

In a general context, we noticed that A1 and A2 in 2020 presented a more similar change in phonetic adjustments, the stretched lips with smiling narration, increased lip and jaw extension, advanced tongue tip, indented tongue body conferred a more intense overarticulation of the news, to the detriment of previous years, and reveal this modification.

The dynamism that has been gaining the telejournalism in recent decades inserts modifications in the body, vocal and linguistic expressiveness of telejournalists, with the increase of postures and movements they start to adapt to the new demands of expressiveness with more naturalness, dynamism and spontaneity (PENTEADO; GASTADELHO; SILVA, 2014).

II Vocal Dynamics Adjustments

PRESENTER 1 – (A1)					
MOMENT 2017			MOMENT 2020		
ELEMENTS	SETTINGS	DEGREE	ELEMENTS	SETTINGS	DEGREE
<i>PITCH</i>	Usual Down	2	<i>PITCH</i>	Usual Down	1
	Increased Variability	2			
<i>LOUDNESS</i>	Usual Increased	1	<i>LOUDNESS</i>	Usual Increased	4
	Increased Variability	3		Increased Variability	4
<i>ELOCUTION RATE</i>	Fast	3	<i>ELOCUTION RATE</i>	Fast	5
<i>RESPIRATORY SUPPORT</i>	Inadequate	1	<i>RESPIRATORY SUPPORT</i>	Inadequate	1
PRESENTER 2- (A2)					
MOMENT 2015			MOMENT 2020		
ELEMENTS	SETTINGS	DEGREE	ELEMENTS	SETTINGS	DEGREE
<i>PITCH</i>	Usual Down	1	<i>PITCH</i>	Usual Down	1
	Increased Variability	3		Increased Variability	4
<i>LOUDNESS</i>	Usual Increased	3	<i>LOUDNESS</i>	Usual Increased	4
	Increased Variability	3		Increased Variability	4
<i>ELOCUTION RATE</i>	Fast	4	<i>ELOCUTION RATE</i>	Fast	4
PRESENTER 3- (A3)					
MOMENT 2016			MOMENT 2020		
ELEMENTS	SETTINGS	DEGREE	ELEMENTS	SETTINGS	DEGREE
<i>PITCH</i>	Usual Down	2	<i>PITCH</i>	Usual Down	2
	Increased Variability	3		Increased Variability	1
<i>LOUDNESS</i>	Increased Variability	3	<i>LOUDNESS</i>	Increased Variability	1
<i>ELOCUTION RATE</i>	Fast	4	<i>ELOCUTION RATE</i>	Fast	4

Table 3 - Vocal dynamics adjustments observed in the two news excerpts.

Source: survey data, 2020.

Table 3 shows the aspects of vocal dynamics by which it is noticeable in the three female presenters a lowered habitual pitch (bass), with increased variability, increased loudness habitual (A1 and A2) and a fast elocution rate. The pitch can be justified by the low laryngeal position, although the larynx in females is in a higher position than in males due to physiological aspects, the lowering of it, as observed in the female journalists is

explained by the literature as a more fluid pattern for emission and this occurs because it is associated with inspiration and glottal opening by which triggered an abductor component in the lowering gesture, making the voice softer and more comfortable (BRAZIL; YAMASAKI; LEÃO, 2005).

Another factor is that the stretched lip settings shorten the vocal tract while the rounded lips make it longer, therefore, the long vocal tract amplifies the formants in the bass regions and this favors a more muffled vocal quality. The short and narrow configuration amplifies the formants in high frequencies, favoring a strident voice, thus the difference in larynx size is responsible for variations in fundamental frequency and pitch (CAMARGO, 2002).

The increased loudness and fast elocution rate were also relevant adjustments and these same elements were also observed in the neutral reporting style when analyzed in open channel broadcasters, thus corroborating the findings of DIAS et al. (2015), however the increased loudness observed in A1 and A2 may also be associated with intense overarticulation (Table 3) and the stretched lips adjustment (Table 2). It is known that the posture, tone and mobility of phonoarticulatory organs directly influence articulation, vocal projection and laryngeal and pharyngeal adjustments; therefore, they have a broad relationship with vocal quality and the resonance system (OLIVEIRA, 2004).

Given the above, the results corroborate in some points with the literature which presumes for the telejournalist a deep voice with medium intensity, diffuse resonance, precise articulation, medium speed, employment of pauses and variable modulation in order to transmit clarity, naturalness, authenticity, originality, spontaneity and credibility in the process of building the news (COTES; KYRILLOS, 2011; KYRILLOS; TEIXEIRA, 2014)

Excessive adjustments, as seen earlier, such as overarticulation, intense loudness, air leakage and vocal harshness can be redirected from speech therapy intervention programs for professional television communication, which have satisfactory results in the integrated improvement of body, emotional, interpretation and speech aspects (SANTOS; FERREIRA; SILVA, 2019).

4 | CONCLUSION

There was a change in the supralaryngeal and vocal accent adjustments in all three presenters from the VPAS instrument. Stretched lips with wide extension, increased jaw extension, retracted tongue body and increased extension, pharynx constriction, low laryngeal position, low pitch habitually, increased loudness habitually, and fast elocution rate were the main adjustments that changed respectively, when comparing qualitatively the initial years to the year 2020.

REFERENCES

- AZEVEDO, J.B.M.; FERREIRA, L.P.; KYRILLOS, L.N. **Julgamento de telespectadores a partir de uma proposta de intervenção fonoaudiológica com telejornalistas**. RevSocBrasFonoaudiol. v.11, n.2, p-281-289, jun. 2009.
- BELÉM, V.C.F.; CIRNE, L. **Do SPTV ao SP1: Impressões sobre as mudanças na apresentação do telejornal local**. IN:Intercom – Sociedade Brasileira de Estudos Interdisciplinares da Comunicação 40º Congresso Brasileiro de Ciências da Comunicação – Curitiba – PR, 2017.
- BRASIL, O.O.C.; YAMASAKI, R.; LEÃO, S.H.S. **Proposta de medição da posição vertical da laringe em repouso**. RevBras Otorrinolaringol.V.71, n.3, 313-317, mai./jun. 2005.
- CALDEIRA, C.R.P.; VIEIRA, V.P.; BEHLAU, M. CALDEIRA.; VIEIRA.; BEHLAU, **Análise das modificações vocais de repórteres na situação de ruído**. RevSocBrasFonoaudiol. v.17 n.3. p.321-326. Ago.2012
- CAMARGO, Z.A.; MADUREIRA, S. **Avaliação vocal sob a perspectiva fonética: investigação preliminar**.DistúrbComun, São Paulo, v. 20, n.1, p. 77-96, abril, 2008.
- CAMARGO, Z. **Análise da qualidade vocal de um grupo de indivíduos disfônicos: Uma abordagem interpretativa e integrada de dados de natureza acústica, perceptiva e eletrográfica**. 2002. 311. f tese. (Doutorado em Lingüística Aplicada e Estudos da Linguagem). PUC, São Paulo, 2002.
- CARNEIRO, P.R.; TELES, L.C. **Influência de alterações posturais, acompanhadas por fotogrametria computadorizada, na produção da voz**. Fisioter Mov. v.25, n.1. p13-20. Jan./mar. 2012.
- COTES C. **A expressividade no telejornalismo brasileiro**. In: Gama ACC, Kyrillos L, Feijó D. Fonoaudiologia e telejornalismo – relatos do IV Encontro Nacional de Fonoaudiologia da Central Globo de Jornalismo; p.39-41, 2005.
- COTES, C.; KYRILLOS, L.R. **Expressividade no telejornalismo: novas perspectivas**. In: Oliveira IB, Almeida AAF, Raize T, Behlau M, organizadores. Atuação fonoaudiológica em voz profissional. São Paulo: GEN/Roca; 2011. p. 75-79.
- COUTINHO I. **Lógicas de produção do real no telejornal: a incorporação do público como legitimador do conhecimento oferecido nos telenoticiários**. In: Gomes IMM. Televisão e Realidade. Salvador: EDUFBA; 2009. p. 105-124.
- DIAS, T.E.C.; MARTINS, P.C.; TEIXEIRA, L.C.; GAMA, A.C.C. **Análise da variação prosódica em diferentes estilos de reportagens telejornalística**. AudiolCommun Res. v.20, n.3: p. 210-214. 2015
- JORNAL DA PARAÍBA. **Ibope das emissoras em João Pessoa**. Disponível em: <https://www.jornaldaparaiba.com.br/tag/ibope>. Acesso em 29 set. 2020.
- KYRILLOS.; L. TEIXEIRA, L. **Atuação fonoaudiológica no telejornalismo**. in: Marchesan I, Silva H, Tomé M. Tratado das Especialidades em Fonoaudiologia. São Paulo: Gen/Roca, 2014, p.244-249.

LAVIER, J. et al. **A perceptual protocol for the analysis of vocal profiles**. Edinburg University Department of Linguistics Work in Progress, p. 139-155, 1981.

LIMA, M.F.B.; CAMARGO, Z.A.; FERREIRA, L.P.; MADUREIRA, S. **Qualidade vocal e formantes das vogais de falantes adultos da cidade de Joao Pessoa**. Rev CEFAC, São Paulo, v.9, n.1, 99-109, jan./mar. 2007.

LOPES, L.W.; LIMA, I.L.B.; SILVA, E.G.; ALMEIDA, L.N.A.; ALMEIDA, A.A.F.; **Sotaque e telejornalismo: evidências para a prática fonoaudiológica**. CoDASv.25,n.5,p.475-481. Mar.2013.

MÍDIA DADOS, 2019. **Audiência na TV aberta**. Disponível em: <http://159.89.80.182/midia-dados-sp/public/Midia%20Dados%202019.pdf>. Acesso em 29 set. 2020.

OLIVEIRA, I.B. **Avaliação fonoaudiológica da voz: reflexões sobre condutas, com enfoques à voz profissional**. In: Ferreira LP, Befi-Lopes DM, Limongi SCO. Tratado de Fonoaudiologia. São Paulo: Roca, 2004. p. 11-24.

OLIVEIRA, M.C. **As marcas de regionalidade em atores de teatro**. RevSocBrasFonoaudiol. v.6, n.2, p.47-53. 2001.

PANICO, A.C.B. **Julgamento do Comportamento Vocal de jornalistas em diferentes estilos de notícias e seus correlatos acústicos**. 2005.101. f. tese (Doutorado em psicobiologia). USP. Ribeirão Preto, SP-Brasil, 2005.

PENNINI, C.; VIEIRA, V.P.; MORETI, F.; MADAZIO, G.; BEHLAU, M. **Identificação de aspectos comunicativos na locução de repórteres de televisão**. DistúrbComun, São Paulo, v. 30, n.4, p.776-784, dez. 2018.

PENTEADO, R.Z.; GASTALDELLO, L.M.; SILVA, E.C. **Mudanças no telejornalismo esportivo e os efeitos na expressividade: estudo dos recursos vocais e não verbais dos apresentadores no programa Globo Esporte**. DistúrbComun, São Paulo, v.26, n.3, p.482-492, set. 2014.

PÉREZ-RAMOS, A.M.Q. **Modelos de prevenção: perspectivas dos programas de estimulação precoce**. Psicologia-USP, São Paulo, v.1, n.1, p. 67-75, 1990;

PORTAL CORREIO. **TV Correio lidera Ibope na Paraíba**. Disponível em: <https://portalcorreio.com.br/tv-correio-lidera-ibope-na-paraiba/>. Acessado em 29 de set. 2020.

RAMOS LM, LIRA ZS, ROAZZI A. **Sotaque e telejornalismo: representações de comunicadores de mídia nordestinos**. Rev. CEFAC, v.17, n. 6, p.1987-1999. Nov./dez. 2015.

SANTOS, A.L.S.; PEREIRA, E.C.; MARCOLINO, J.; DASSIÉ-LEITE, A.P.; **Autopercepção e qualidade vocal de estudantes de telejornalismo**. Rev CEFAC, v.16, n.2, p.566-572. 2014.

SILVA, E.C.; PENTEADO, R.Z. **Caracterização das inovações do telejornalismo e a expressividade dos apresentadores**. AudiolCommun Res, v.19, n.1, p.61-68. 2014.




SANTOS, T.D.; FERREIRA, L.P.; SILVA, M.A.A. **A Fonoaudiologia na formação do jornalista: resultados de uma proposta de atuação**. AudiolCommun Res. v.24, n.2235. p.1-6. set. 2019.



Atena
Editora
2022

PROFESSIONAL VOICE:

Integrated Practices of Teaching,
Research and University Extension

-  www.atenaeditora.com.br
-  contato@atenaeditora.com.br
-  [@atenaeditora](https://www.instagram.com/atenaeditora)
-  www.facebook.com/atenaeditora.com.br



Atena
Editora
2022

PROFESSIONAL VOICE:

Integrated Practices of Teaching,
Research and University Extension

-  www.atenaeditora.com.br
-  contato@atenaeditora.com.br
-  [@atenaeditora](https://www.instagram.com/atenaeditora)
-  www.facebook.com/atenaeditora.com.br